

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING
INTERIOR ARCHITECTURE DEPARTMENT**

APRIL 2010

It is recommended that this final project report prepared

By

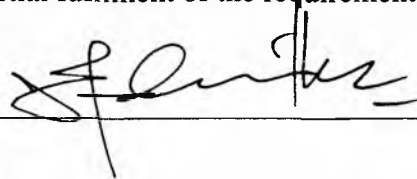
AHMAD MUHAMAD BIN MUSTAFFA

Titled

**REPORT ON PROPOSED NEW INTERIOR DESIGN OF QUIKSILVER RETAIL SHOP FOR
QUIKSILVER MALAYSIA SDN BHD, AT LOT SF-9, LEVEL 2, TERMINAL 2 SHOPPING COMPLEX,
70200 SEREMBAN, NEGERI SEMBILAN.**

Accepted in partial fulfilment of the requirement for the award of the Diploma in Interior Design

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ABSTRACT

The final project for the student of Diploma in Interior Design is a manifestation towards the student's knowledge about the whole aspect on interior design that had been learned from basic technical to the final presentation of the proposed design. The project that had been chosen for the final project is to propose a New Interior Design of Quiksilver Retail Shop for Quiksilver Malaysia Sdn. Bhd at Lot SF-9, Level 2, Terminal 2 Shopping Complex, 70200 Seremban, Negeri Sembilan. This proposed retail shop is to attract users, men, women, boys and girls come and buying Quiksilver products at retail offered and at the same time to promote their product successfully as they sell everything including Roxy and DC product. The product includes clothes, pants, accessories and many more. The target market for the users of this Quiksilver product are men, women, boys and girls from all ages and classes. Concept and image that had been chosen not only must be suitable with the products, but it must have a strong impact towards the design purposes, where it will give a strong character to the shops. Connected to that, the chosen design style for Quiksilver retail shop is based on urban design, which goes all the way with the client's needs as they want their retail to have the urban or modern beach look, and at the same time would attract the customers with to enter inside the retail. Before getting a desired design that is suitable with the client's needs, some data analysis has been done. The research included on types of customers that usually comes to Quiksilver retail, types of services, products of the Quiksilver brand, spaces to be included in the proposed area, time operation and information about other retail that use the same system in management, as the proposed retail shop. Some of the information of the study is through interviews, printed media, internet, observation, and through the result from the case studies either locally or internationally.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Thesis is a requirement for each and every interior design students to get the Diploma in Interior Design, of Universiti Teknologi Mara. Students have to give report about their final project. This thesis will record each and every data and information about the final project such as, research, case study, client information, project proposal, site proposal, concept, style, image, design development final presentation.

This report is about, to proposed New Interior Design of Quiksilver Retail Shop for Quiksilver Malaysia Sdn. Bhd . Quiksilver's primary focus is apparel, footwear and related accessories for young men and women under the branch of Quiksilver, ROXY, DC Shoes, Raisins, Radio Fiji and Island Soul. They also have for boys (Quiksilver Boys and Hawk Clothing), girls (Roxy Girl, Teenie Wahine and Raisins Girls), men (Quiksilver Edition and Fidra) and women (Leilani swimwear), as well as snowboards, snowboard boots and bindings under the Lib Technologies, Gnu, DC Shoes, ROXY and Bent Metal labels. Quiksilver's products are sold throughout the world, primarily in surf shops, skate shops and other fashion outlets that provide an authentic retail experience for the customers.